

INCORPORATING THE PHILCO SERVICEMAN



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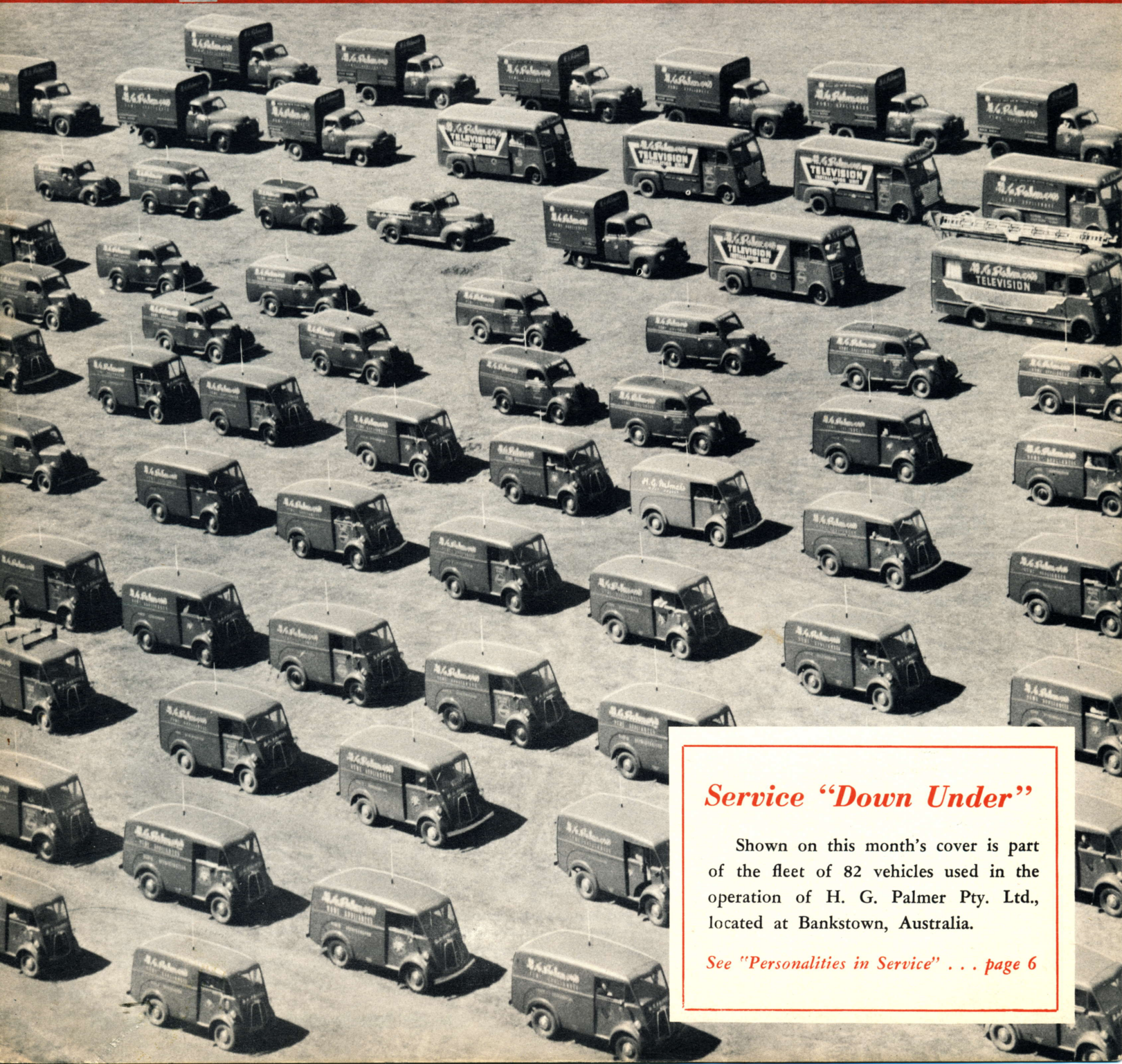
PHILCO SERVICE TECHNICIAN

VOL. 1

No. 8

AUGUST 1957

OFFICIAL PUBLICATION OF THE WORLD-WIDE PHILCO FACTORY-SUPERVISED SERVICE ORGANIZATION



Service "Down Under"

Shown on this month's cover is part of the fleet of 82 vehicles used in the operation of H. G. Palmer Pty. Ltd., located at Bankstown, Australia.

See "Personalities in Service" . . . page 6

PHILCO SERVICE TECHNICIAN

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NUMBER 8

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and for the world-wide Philco Factory-
Supervised Service Organization.

RICHARD A. PHILLIPS Editor

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Philadelphia 40, Pa.

POLICY . . .

Philco Service Technician will strive to
"mirror" the activities of the thou-
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vide them with useful and helpful in-
formation.

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THE Editor's WORKSHOP



Hi, fellas! There is one area in the field of electronics that deserves special consideration by service technicians. We're talking about TRANSISTORS.

In the last couple years, transistors have found use in a wider variety of products. For instance, they are being used in government projects such as radar, missiles, communications, and electronic "brains," to name a few. In the field of consumer goods, transistors are now being widely used in car radios, home radios, portable radios, and hearing aids — *and this is just the beginning.*

So, where did this thing called a transistor come from? — The first public announcement of a transistor was made in 1948. The name is taken actually from a combination of two words — TRANSfer resISTOR. Since 1948, the usage has spread and production has increased. A couple years ago, Philco, realizing the tremendous potential in this field, installed automation equipment at its Lansdale Tube Company Division in order to be able to produce transistors in vast quantities.

William J. Peltz, Vice President and General Manager of the Division, has made some forecasts in connection with transistors, based on a market survey made for Philco by the Stanford Research Institute. He estimates that industry production of transistors will be increased almost five times in the next three years. Anticipated production for the current year is 26 million units. In 1958, it is expected to reach 59 million units. In 1959, it is expected to reach 125 million units.

Comparing the transistor to the vacuum tube, it is highly superior in size and in power-saving capabilities. Indications are that transistors will be used in television before very long. Philco recently introduced a Surface-Barrier Diffused Transistor that will oscillate at 600 mc. Concentrated research is being conducted toward transistorizing television, and it is possibly only a matter of time until this takes place. It is also quite likely that a large percentage of electronic devices of all kinds will be transistorized in the near future.

How much does all of this mean to the electronics service technician? Well, it is rather evident that this will become a big part of the service work of today, and even a bigger part of the service work of tomorrow. This is the time when service technicians should learn everything that they possibly can about the tiny, mighty transistor.

PFSS members have received a considerable amount of training information about transistors. In "Electronic Supervisor," eight articles have been written on the subject in the last year and a half. In addition, a Service Reference Series book, entitled "Transistors," was included in the July mailing. Also, a special training film was sent to distributors for use in service training meetings, entitled "Transistor Application, Theory, and Service" (described in the May issue of "PST").

All of this information can be beneficial to service technicians, but the most important thing to do is *practice*. Take all the service work available on any product using transistors, so that transistor service work becomes familiar. In this way, you will be prepared not only for "today" but for the big service business in transistors "tomorrow."

SERVICE SHOPS AND DEALERS READY TO HANDLE SERVICE FOR RADIO, PHONO UNDER NEW PLAN



The first self-service dealer to sign up with the "Free Service Guarantee Plan" is Mort Farr of Philadelphia, one of the nation's most award-winning retailers. Looking on are (l. to r.) Henry T. Paiste, Jr., Philco vice-president in charge of service; Frank Whitten, Philco mgr. of electronics service; and Ben Vanella, general service mgr. of the Mort Farr organization.



Mike Stupalsky (l.), service mgr. of Philco distributor Dixie Appliance Co., explains details of program to William Bostic, owner of Bluefield Radio and Television Service, Bluefield, Va. Bill Bostic operates an independent service shop, which is taking part in the new service program.

The "Free Service Guarantee Plan" for Philco radios and phonographs is all ready for the starting gun, August 1. All over the country, independent service shops and self-service dealers have been signing up to take part in the program, and distributor service managers have been doing a fine job in handling this project.

Free service for the first 90 days of ownership is offered to purchasers of most models of the 1958 line of Philco radios and phonographs.

The Service Agencies who will take care of this service will be paid directly by Philco Corporation.

Procedure kits are being mailed to those who have already signed the agreement. These kits contain all of the procedure information necessary in handling the service arrangement, as well as the special forms required.

In addition to service for consumers, the Plan also provides free service for merchandise in dealers' stock.

This is a program which is expected to grow in scope. At the outset, a limited number of strategically located Service Agencies will be signed up, but the eventual number of these agencies will depend only on the amount of service necessary and the population of the areas in which the agencies are located.

The "Free Service Guarantee Plan" is off to a good start and is expected to be an important factor in additional sales of Philco radios and phonographs as well as providing additional service work for independent service shops and self-service dealers.

Shop Talk

NEWS—VIEWS—COMMENTS
from PFSS members



Wayne Martin (r.) is presented with Philco Service Achievement Award by Ralph Q. Gruber, factory representative, at Bennett Distributors, Inc., Columbus, Ohio. Wayne, who is owner of Martin Refrigeration & Heating in Columbus, spent two years with the Seabees in the South Pacific and was graduated from Franklin University in 1953, studying refrigeration and air conditioning engineering.

READING, PA.

Two rounds of Philco Service Achievement Award presentations were made recently at distributor B. O. R. Corporation. One presentation took place on May 21, during a service training school with 43 in attendance. B. O. R. vice-president R. Ollivierre took part in the presentation, according to K. F. Slattery, factory representative. The following received the Award:

Charles W. Blatt, a technician with United Gas Improvement Co., Reading.

Willard Dellicker, service mgr. of Topton Motor Co., Topton.

Harold Bowman, owner and service mgr. of Ad-Mor Stores, Cleona.

The other presentation was made on May 14, attended by R. Ollivierre, Phil Chirallo, B. O. R. serv-

ice mgr., and William Kuyken, factory representative. The following received the Award:

Walter Hartz, owner of a dealership at Lebanon bearing his name.

Harry Traini, an electronic technician with Broth TV, West Reading.

LeRoy Link, owner of Link TV Co., Reading.

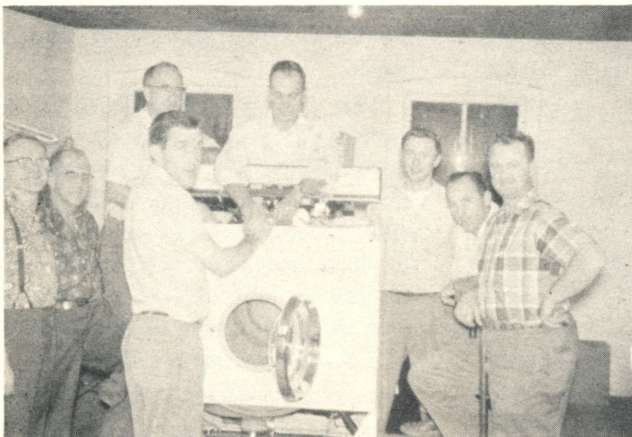
CEDAR RAPIDS, IOWA

Factory representative V. Haugeberg reports the presentation of the Philco Service Achievement Award on May 6, to W. A. Hauser, service mgr. of Standard Appliance Co., Cedar Rapids. The presentation took place at the dealer's store.

TRENTON, N. J.

A Philco Service Achievement Award presentation was made on

May 28, at Bob Lang's, Trenton dealer, as reported by K. F. Slattery, factory representative. Receiving the award was George Horn, a technician at Lang's. He has had more than nine years of various technical courses in the Navy and attended Philadelphia Technical Institute for two years. Approximately 10 persons were at the presentation. Distributor for this territory is Fineburgs'.



Shown here is a photo sent in of the service group at South East Furniture Co., Salt Lake City, Utah, with representatives of distributor Strevell-Patterson Hardware Co. Checking over the Duomatic are (l. to r.) Walter Fassmann (distributor representative), Chet Mann, Howard Rollins, Merrell Miller (distributor representative), Farrel Lewis, Ed Larrabee, Preston Gunnell (distributor representative), and Frank Errickson (service mgr. of South East Furniture). Looks like they're getting to the bottom of things.



A presentation of Philco Service Achievement Awards was held on May 29, at distributor R. E. Harris, Inc., San Diego, Cal. Shown here are (l. to r., standing) Bob Harris, Jr., sales mgr.; Jack Barnes, owner of Barnes Radio Service at La Jolla; John K. Evans, partner and service mgr. of TV Associates in San Diego; Ted Roberson, factory representative; (kneeling) Charlie Frice, distributor service mgr.; and Joe Schumm, distributor electronics technician. Also present, but not shown, was Bob McGuire, distributor sales promotion mgr.

Customer PSYCHOLOGY

by JOE LYDON



In our last column we talked about the PRE-REPAIR DISCUSSION. We determined how necessary it is to discuss the "problem" with the customer prior to doing the repair job itself and how this discussion can help us sell our service, build confidence, and prepare the customer in case it becomes necessary to do a larger repair job than she anticipated.

Obviously, after the Pre-Repair Discussion comes the job itself. This column will not deal with the repair job itself, since I know our readers receive this type of information in many other forms and *our remarks* are confined to customer relations.

MAKING UP THE BILL and PRESENTING THE BILL naturally follow the "job itself" and in this area good customer psychology can really pay off.

A waiter friend of mine tells me that the most pleasant part of his job is picking up his tips . . . but in the same breath he says that at one time the most dreaded part was presenting the check. This is the time when his customers either became most friendly or entirely enraged and, according to him, he never knew which customer was going to do what.

Even though the prices were clearly printed on the "a la carte" menu, one diner might scream "Coffee, twenty-five cents a cup!" or "What do you mean, sixty cents for onion soup?" . . . while others glanced at the total, signed the check, tipped heavily, and left with a pleasant "Good night."

He went on to tell me that he stumbled onto the solution to this problem. I listened eagerly. You might want to lift a leaf out of his book in making up and presenting the bill for a service call.

His system is very simple. *He gets the customer into the act.*

When he is making up the bill, he makes sure that all items and prices are written or printed very clearly. He avoids the use of illegible scribbling so often found on dinner checks. When presenting the check, he says the same words every time with a smile as he carefully places the check beside the customer: "Sir, you might want to check my addition. These are the entrees (two steaks, chicken, and ham), below here are the vegetables, the beverages, and here are the desserts. Thank you. I hope you enjoyed your dinner."

With this system of presenting the check, my friend tells me that the only complaint he ever gets is when he actually does make a mistake in addition, which, of course, is seldom. The fact that he quickly itemized the check for the customer and proffered the suggestion that the customer check his addition eliminated almost all complaints on the charges.

"Some customers actually do check the addition," he said, "but most merely pay the check with a smile or with a pleasant remark such as, 'No, I'm sure your addition is better than mine.'"

Of course, the important lesson to be learned from the waiter is that

he avoided customer shock . . . he didn't just hand them the check and wait for the reaction.

So, in making up and presenting the bill for our service call, it is important to get the customer into the act.

It's easy. First, always present a clean, legible bill. In presenting it, we might say, "Mrs. Jones, here's your bill and I'd like to go over it with you so you'll understand better just what I've done to repair your (appliance or TV set)."

Then read off the parts and briefly explain why it was necessary to replace them; for example, "I replaced these two tubes. They were both very weak and that's why your sound system wasn't working. I also replaced this broken resistor which was causing the interference in the picture. And below here is the charge for the service call including my labor. Here's the total down here, Mrs. Jones. You might check my addition before you pay me. Other than that, the set seems to be in very good working order and should give you good service for a long time to come."

Going over your bill this way with Mrs. Jones helps her understand your work and justifies the expense of repairing her television set. It makes you positive and professional in your dealing. And, it further enables her to explain your work and the expenditure to her husband when he arrives home from work.

So even in the simple act of presenting a bill, Customer Psychology can play an important part. It's the little things that count and make the difference in impression between the fly-by-night and solid-citizen service technician.

* * *

Thanks to the readers who have sent in some of their customer experiences — we hope to begin using these examples soon with our comments. We can use plenty more examples, so drop us a line.

Personalities

IN SERVICE



As indicated by the cover photo of this month's issue, H. G. Palmer Pty. Ltd. in Australia is a mighty big operation.

The firm was founded in 1932, with a one-man service department, and in 1936, moved to its present headquarters location at Bankstown. Two years later, one branch was opened, and in 1950, an expansion



H. G. Palmer

plan went into effect with branches being opened in many districts. As a result, H. G. Palmer's now consists of a chain of fifteen retail branch stores, several service

work shops, a bulk warehouse, a company garage, and a three-story administration building.

Service is provided only on merchandise sold by Palmer's, which includes television, radio, refrigerators, ranges, washers, and other appliances. An average of 2500

service calls a week are handled throughout the Sydney Metropolitan area and South Coast, covering an area of approximately 1200 square miles. Population of this area is more than 2-1/2 million. There are three television stations in Sydney and reception is obtained up to a range of 40 to 60 miles.

The service manager who heads up this unusually large service organization is George Percy Howard. He is a PFSS member and, in addition, has received special training at the Philco factory in Philadelphia, such as the 80-hour course in black and white television, making many friends during his visit.

He has traveled extensively and recently made a four-month trip around the world from which he gained considerable experience in the field of television. As a background, George Howard has had a total of 26 years practical experience in the radio and electrical field.

The policy of H. G. Palmer's is to render "better service than any-



George Percy Howard (above), service mgr., uses radio transmitter (station VH2BY) in contacting service technician in truck (below). Service calls can be quickly dispatched because of elaborate 2-way radio system.



body — anywhere." In doing this, a fleet of eighty-two vehicles is in use for delivery and service work. Approximately fifty of these are equipped to handle all but major workshop repairs. A six-ton mobile laboratory truck, equipped with a seventy-five foot extension mast, is used extensively to determine field strength, antenna heights, and to test receivers in the field.

(Continued on Next Page)



A battery of teleprinters at headquarters receive messages relayed from branches.



Two men adjust mast on 6-ton mobile laboratory truck — top of mast is "out of sight."

"Personalities in Service" . . .
(Continued)

The service division employs a total of 110 persons. Fifty technicians are assigned to the vehicles, and the balance are employed in the service shops. There are three separate shops — one for television and radio, one for refrigerators, and one for washers and other appliances. These are considered to be the largest service shops of this type in Australia. Included in the various types of technicians are plumbers, electricians, spray painters, fitters, and method engineers.

Of the types of service rendered, 30 per cent of it is on television, 20 per cent on radio, 25 per cent on refrigeration, and 25 per cent on washers and other appliances.

Palmer's has its own radio station, complete with a transmitter which makes possible communication with the two-way radios in most of the vehicles.

In addition to this equipment, the various branches and shops are linked to headquarters with teleprinters. There are twenty-one of these in operation with 275 miles of wiring to connect them, and one of their functions is to relay service calls to headquarters.

When a call is received by one of the branches, for instance, it is relayed to headquarters by a teleprinter message. A "work sheet" is made out for the call, the customer's credit is checked, and a radio message is then sent to the vehicle operating in the vicinity of the customer. When the call is completed, a job card is returned as a basis for replacement of stock to the vehicle. Of the service calls handled, 40 per cent are C. O. D. and 60 per cent are charge.

H. G. Palmer Pty. Ltd. believes in service as an aid to selling, and various slogans in this direction are used in their product advertising. A couple of these are "Two-way radio-controlled service vans patrol your district to provide on-the-spot service in an emergency," and "Australia's largest work shop provides lifetime after-sale service."

Distributor Bulletins

**NEWS FROM DISTRIBUTORS
ABOUT PFSS MEMBERS AND
AREA ACTIVITIES**



EVANSVILLE, IND.

Factory representative Roy A. Gumm was guest speaker on June 20, at a service meeting held at station WFIE-TV prior to the change of the station from Channel 62 to Channel 14. He was accompanied by Ken Christian, service mgr. of distributor Indiana Artophone Corp. Attendance at the meeting was approximately 50.

* * *

Factory representative Vic Haugeberg reports a clinic on Philco-Bendix home laundry equipment was held on May 13, by Indiana Artophone. The following attended:

Jesse Ridley, D. J. Grasso, Al Yeager, Richard Grossman, Paul Summers, Lawson Cater, Henry Grabhorn, John T. Davis, Herb Wheeler, Henry Arvin, Joe Bunting, Seth Aders, Ottie Harris, Jerome J. Schenk, Marty Dossett, Don Latham, Joe Crunk, Carl Morris, Henry O. Bank, T. B. Thurmond, H. L. Holeman, W. T. Mattingly, Howard Tesh, Dan Shelby, Bob Rainbolt, Theodore Knowles, Carl Preske, Albert Unfried, Lloyd Patterson, Charles Daugherty, Anton Halwes, Wayne Forcum.

PITTSBURGH, PA.

A special meeting was held for auto radio warranty stations in the territory of distributor J. E. Miller Co. Robert W. Tyo, factory representative who conducted the meeting, covered servicing and modifying Chrysler-Plymouth auto radios. Representatives of eight warranty stations attended.

WILMINGTON, DEL.

Medford W. Cole, Jr., service mgr. of distributor Garrett-Miller Co., reports the scheduling of two Philco-Bendix home laundry sessions: one on May 16, in Wilmington, and the other on June 27, at Salisbury.

DECATUR, ILL.

A total of 21 attended a Philco-Bendix home laundry session conducted by Crum Distributing Co. on May 14.

SPOKANE, WASH.

Distributor Guy W. Plank Co. held a Philco-Bendix home laundry training meeting on April 15, which was attended by 22, according to a report by W. H. Steele, factory representative.

CHATTANOOGA, TENN.

Service training meetings were scheduled on May 21 and May 22, by Harold Hoover, parts and service mgr. of distributor Radio Sales Corp. The first meeting was at Kingsport and the second at Knoxville. Factory representative Elex Hawkins conducted the training.

PORTLAND, ORE.

Listed below are the name and address of the distributor now covering this territory:

Graybar Electric Co., Inc.
809 N.W. Flanders
P.O. Box 4169

GRAND RAPIDS, MICH.

There is a change of address listed below for the distributor covering this territory:

Graybar Electric Co., Inc.
432 Monroe Ave., N.W.

MONTHLY Awards

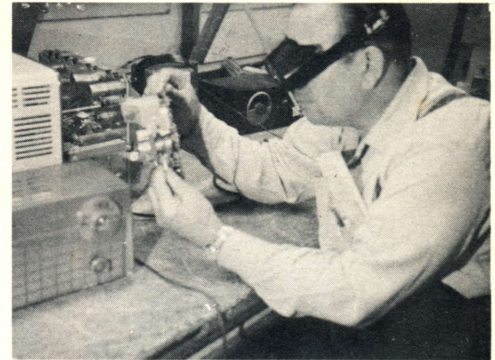
For promotions, trade tricks, time savers, business ideas

this month's **\$20.00 AWARD**

1st

"The hard-to-find breaks in printed circuits can often be troublesome in locating. As a result, I use a magni-focuser which makes the job easy and has helped me a lot."

Stanley A. Mol, Scranton Talk
315 Lackawanna Ave., Scranton, Pa.

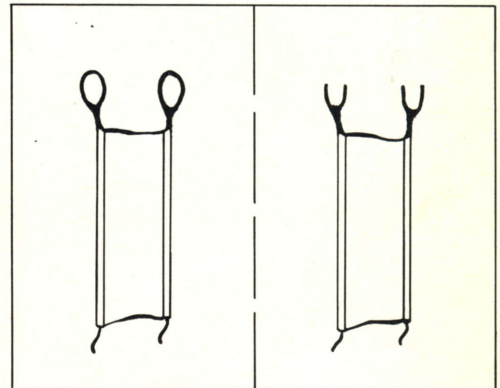


this month's **\$10.00 AWARD**

2nd

"As a simple means of making lugs for an antenna lead connection, I strip back the conductors 1-1/2 inches and form a loop with the copper strands. Then I apply solder evenly over each loop and snip off the tip. After squeezing flat with a pair of pliers, the lug is ready for use. The operation takes about four minutes and has the advantages of low cost, excellent connection, and ease of installation."

Robert J. Cizak, Bob's TV-Radio Service
38 Oberlin St., Buffalo, N.Y.

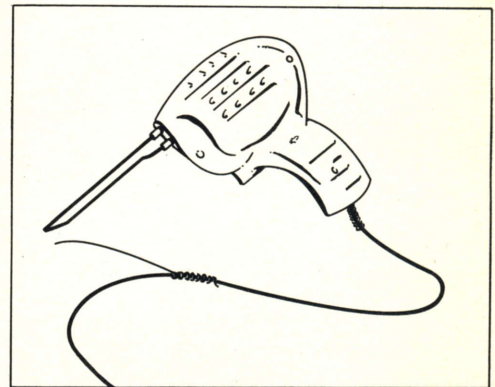


this month's **\$5.00 AWARD**

3rd

"In my work as a television repairman for the company listed below, I have found that one of the most aggravating things is to run out of solder just when it is needed worst. To avoid this, I keep a piece of solder about 1-1/2 ft. long wrapped around the cord of my soldering iron, so I will always know where to find some in case of emergency. I put this about three feet down the cord from the iron so it may be used without unrolling from the cord."

Wm. C. Smith (Smallwood Service & Electric Co.)
1505 Valley Road, Kansas City, Kansas



Send in your ideas . . . you may be a winner, too. It might be something you do every day . . . but it might help others. Enclose photographs if possible (or even a rough sketch) to illustrate your idea. We will consider all suitable items.

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